**2021 Super Bowl “Make a Game Plan” Impaired Driver Campaign**

**February 2021**

**Introduction**

Football fans across the state will be watching the 55th Super Bowl on February 7. At the end of the night, whether your favorite team wins or loses, everyone needs a game plan to get home safe.

For the Super Bowl, our message is to have a game plan to make sure everyone gets home safe – and that we’re all on the same team. On this page you will find communication materials you can download and use in your own campaign before the big game.

This is the first of our monthly campaigns to use our newly developed branding for Together We Get There, which is based on proactive traffic safety culture. It speaks to the teamwork required and our shared responsibility to keep our roadways safe.

Included in those materials are messages in our sample social media posts and graphics, which we also encourage you to download and share.

And of course, we provide key messages and a fact sheet for you to use, as well as our most recent PSA video available for downloading and use.

Seventy-eight percent of Washingtonians don’t drive after drinking. With your help we will encourage even more people to make a game plan and save lives.

And that gets us all safely to the end zone.